



Austin  PBS

YOUR IMPACT

2020



Dear Austin PBS Member,

Austin PBS's dedication to serving our community directly contributed to keeping us as happy, healthy and informed as possible in 2020. The station's 2020 Impact Report details some key areas in which your investment was put to immediate use, ensuring the continued success of Austin PBS and our work in Central Texas.

The challenges of 2020 demanded huge sacrifices and change for all of us, but Austin PBS helped make those transitions as smooth as possible, especially for our most vulnerable — young learners and their families. It's been a privilege to see how quickly public media pivoted amidst the pandemic in order to continue providing programming and vital services to meet the needs of Central Texans.

With construction on Austin PBS's new offices and studios at Austin Community College Highland nearly complete and as the COVID-19 vaccine rollout gains momentum, we're excited to finally be able to look toward a day — when it's truly safe — to have staff move in and community members gather in our new home, where state-of-the-art equipment and inviting spaces will create a vibrant public square for us all.

Thank you for your support of Austin PBS, especially during these difficult and uncertain times.



Kindest regards,
Laura H. Beckworth
Austin PBS Chair 2020-21

The Power of Public Media for Community Good

Never has the importance of our mission and our role in connecting, supporting and sharing the stories of our community on the air, online and on the ground been more clear than it was this past year during the pandemic.

Despite the tremendous challenges and uncertainty of 2020, Austin PBS remained steadfast in our commitment to serve the Central Texas community. The entire station worked tirelessly to provide critical educational resources and reliable news and information, along with national programming that became a welcome respite from the outside world.

The unwavering support of our members and viewers is a testament to the power of community — they make it possible for Austin PBS to continue connecting people to resources, amplifying local solutions, bringing communities together and celebrating Austin and Central Texans.

MORE THAN
35,000 HOURS
OF PROGRAMMING
PRESENTED ANNUALLY ON
FOUR BROADCAST CHANNELS
AND MORE THAN **8,000 HOURS**
ON AUSTINPBS.ORG



NEARLY
23,000 PEOPLE
ATTENDED AUSTIN PBS
EVENTS, TAPINGS OR
SCREENINGS IN 2020,
16,000+ WERE IN
VIRTUAL ATTENDANCE



Connecting Community Partners with Resources

AT-HOME LEARNING

In response to school closures and distance learning caused by COVID-19, Austin PBS joined the Texas Education Agency and Central Texas schools in filling the education gap to keep disruptions at a minimum.

Austin PBS modified its regularly scheduled weekday broadcast programming on Channels 18.1 and 18.2 to offer specific PreK to 12 educational content. With an estimated 25% of homes in our viewing area facing challenges when it comes to maintaining reliable internet, this modified schedule was designed to help schools bridge the digital divide and provide access to learning for all students at home regardless of access to computers or the internet.

The At-Home Learning schedule from Austin PBS was supplemented and matched with trusted digital resources from PBS LearningMedia, an online library consisting of thousands of educational resources and lessons aligned with Texas curriculum standards. Since the beginning of the pandemic, Austin PBS has seen a 300% increase in Austin PBS LearningMedia use.

From broadcast programming to online media, Austin PBS provided vital educational resources and tools to help parents, educators and families support learning at home during this challenging era.

“We are a family of Austinites coming together to support each other during this time we are physically apart. Austin ISD is proud to partner with PBS for yet another way of providing quality essential learning resources for all of our students. Through your support of public broadcasting and public education, you help us live All Means All.”

— Paul Cruz, Superintendent, Austin ISD

Amplifying Community Solutions

DECIBEL: COVERING OUR HEALTH CRISIS

In the first months of the pandemic, everyone was searching for ways to stay safe and for information on how this upheaval was affecting Austin and beyond. After moving our entire station operations to remote home offices, the Austin PBS Decibel team began to produce and broadcast weekly COVID-19 updates. This shift was a giant undertaking, requiring coordination between multiple production staff and story participants, all while maintaining social distance.



IN 2020, DECIBEL PRODUCED
OVER 100 PIECES
OF CONTENT FEATURED
ONLINE AND ON-AIR.

The weekly program was eagerly received by our viewers who, like the rest of the world, were learning how life works during a pandemic. Decibel's *COVID-19 Update* aired weekly from April 2 to June 9, 2020 tackling subjects such as mental health, elderly care, school interruptions, what keeps essential workers going and business closures. Creating a two-way street of communication between the Austin PBS

newsroom and our diverse and changing community, Decibel continues its work to empower and amplify underrepresented voices and spark engaging conversations around the complexities of today's world.

AUSTIN
PBS'S
SIGNATURE
SERIES



ATX TOGETHER



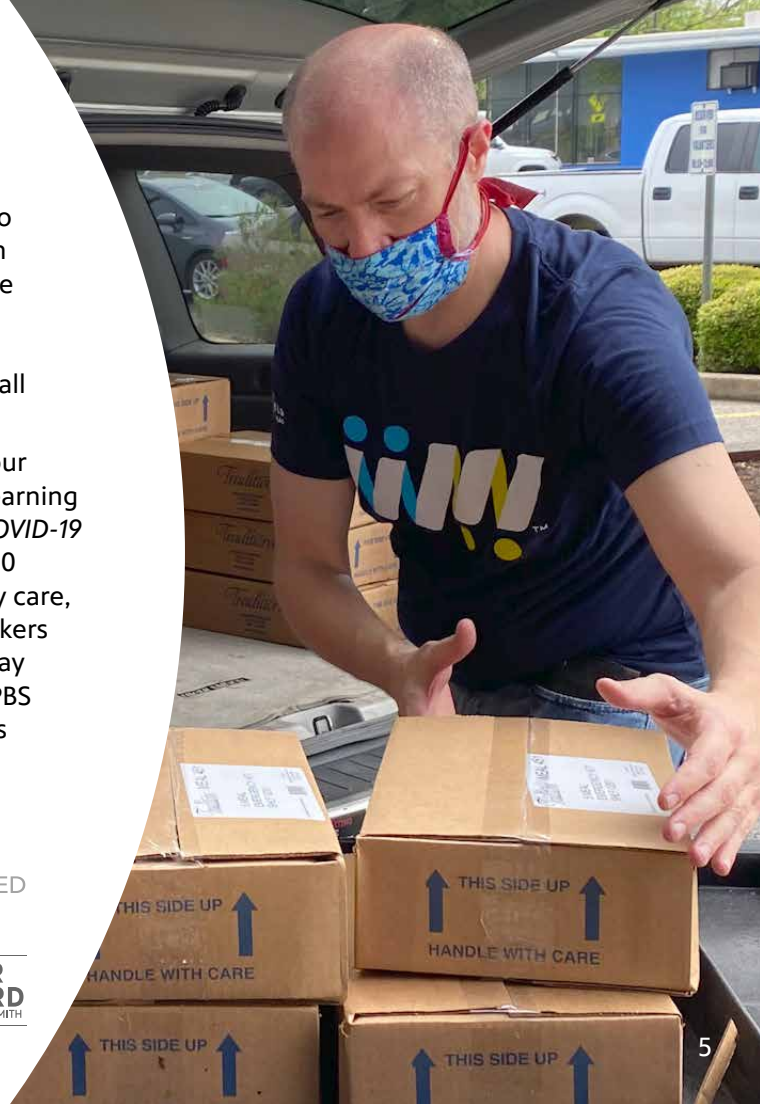
AUSTIN REVEALED

BLACKADEMICS
TELEVISION



Juneteenth
Jamboree

OVER
HEARD
WITH EVAN SMITH





Bringing Central Texas Communities Together

ATX TOGETHER: SOLUTIONS-BASED COMMUNITY DIALOGUE

ATX Together, a bi-weekly half-hour series, tackles topics of importance to Central Texans, such as food insecurity, community resilience, education inequities and more. Every episode of *ATX Together* is featured on the program’s webpage along with practical advice, community stories and area resources.

A standout installment last year in response to our country’s racial reckoning was *ATX Together: Confronting Racism*. In this episode, *ATX Together* focused on actions anyone can take in everyday life to fight racism. Viewers were invited to reflect by asking questions and considering actions they could take, with suggestions provided on our website.

As our community continues to face challenges and pressures of the moment, *ATX Together* will work to bring together diverse and vital voices to discuss issues and identify solutions to concerns in Central Texas.

“We have an important role to play in addressing critical community issues — offering a safe space for civic conversations, and bringing people together to foster mutual understanding through shared experiences that inform, educate and inspire. Never has this been more important than now. Thank you for standing with Austin PBS.”

– Bill Stotesbery, CEO/General Manager

Celebrating Austin and Central Texas

AUSTIN CITY LIMITS

It is hard to believe that the first taping of 2020 occurred when social distancing had yet to reach most Americans. The act: British phenom and country soul sensation Yola making her *Austin City Limits* debut on February 4.

Then COVID happened, and *ACL* production was suspended. Austin PBS made the decision to extend access to the *ACL* archive as a gift to music fans during the current live music void. Fan-favorite episodes from the recently broadcast Season 45 and choice vintage gems were made available for streaming during these stay-at-home days, in addition to an entire slate of programs from the previous two seasons of the acclaimed concert showcase.

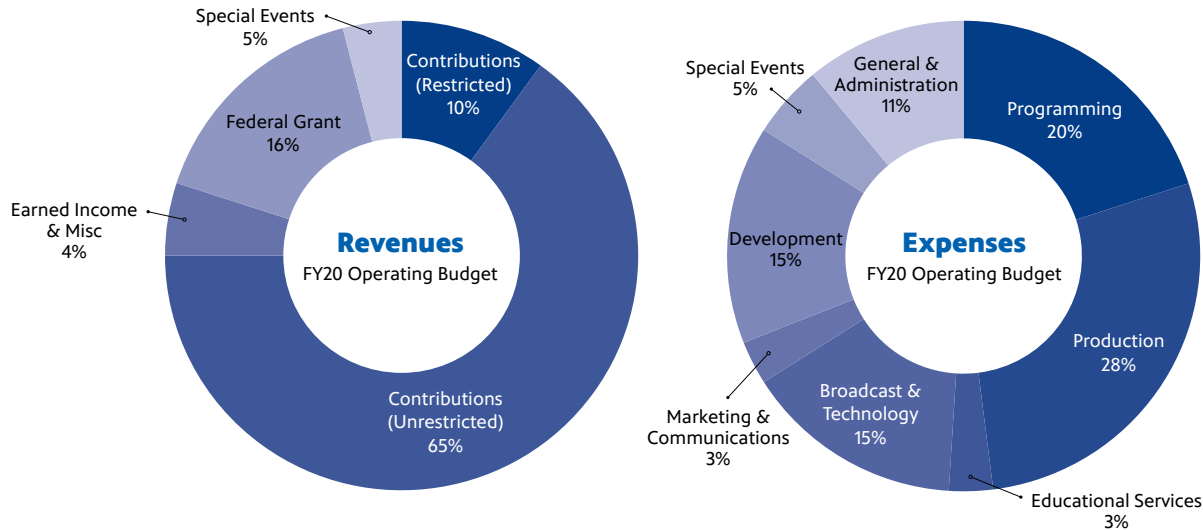
Over 40 *ACL* installments were available to stream free online, and *USA Today* cited *ACL* as the lead option for streaming live music, offering viewers a front-row seat to the best in performance for an incredible four-and-a-half decades from the Live Music Capital of the World: Austin, Texas.

After months of planning and adapting, the show embarked on a history-making, no audience *ACL* taping — all in accordance with COVID-19 protocols — with Rufus Wainwright on September 10, 2020. Austin PBS subsequently welcomed The Mavericks, Jackie Venson, Ray Wylie Hubbard, Ruthie Foster and The War and Treaty to *ACL Live* at the Moody Theater. These concerts were all live-streamed to YOU, our fans and donors.



Your Support Makes It Possible for Austin PBS to Move Forward

Austin PBS's annual support overwhelmingly comes from the Central Texas community, with only 16% received from federal and local government funding. Diversified revenue streams, including corporations, foundations and individual donors just like you, continue to help us fulfill our essential public service mission.



This year, as we prepare to move into our new home — the Austin Media Center — and begin a historic partnership with Austin Community College on the Highland Campus, donors to our Moving Forward campaign in 2020 represent our community's belief that public media matters. It matters today and for future generations. Not only are you helping us move to a new home, but you're helping us move toward a new scope of public media in 2021.

All the ways you support Austin PBS enable the power of public media to have an even greater impact on the Central Texas community. **Thank you!**